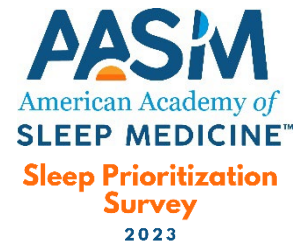


AASM Sleep Prioritization Survey

Americans using sleep trackers



Survey Methodology

The American Academy of Sleep Medicine commissioned an online survey of 2,005 adults in the U.S. The overall margin of error fell within +/- 2 percentage points with a confidence interval of 95 percent. Fieldwork took place between March 24-29, 2023. Atomik Research is an independent market research agency.

Question

Have you used an electronic sleep tracker, such as a wearable device or phone app, to track your sleep?

Results

- More than one-third (35%) of Americans have used a sleep-tracking device.

Overall Results

Total	2,005
Yes	703 (35%)
No	1,251 (62%)
I don't know	51 (3%)

One in three Americans (35%) have used a sleep tracker, such as a wearable device or mobile app.

Results by Gender

	Male	Female
Total	997	997
Yes	444 (45%)	258 (26%)
No	531 (53%)	714 (72%)
I don't know	22 (2%)	25 (3%)

Men (45%) are more likely than women (26%) to have used a sleep tracking device.

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	313	456	541	367	176	152
Yes	92 (29%)	188 (41%)	245 (45%)	116 (32%)	38 (22%)	24 (16%)
No	204 (65%)	253 (55%)	287 (53%)	245 (67%)	137 (78%)	125 (82%)
I don't know	17 (5%)	15 (3%)	9 (2%)	6 (2%)	1 (1%)	3 (2%)

Americans between the ages of 25-34 (41%) and 35-44 (45%) are more likely to have used a sleep tracker compared to other age groups.

Results by Generation

	Gen Z (18-26)	Millennial (27-42)	Gen X (43-58)	Baby Boomer (59-76)	Silent Generation (77+)
Total	388	845	526	230	16
Yes	124 (32%)	381 (45%)	156 (30%)	40 (17%)	2 (13%)
No	243 (63%)	446 (53%)	362 (69%)	188 (82%)	12 (75%)
I don't know	21 (5%)	18 (2%)	8 (2%)	2 (1%)	2 (13%)

Millennials (45%) are the most likely to have tried using a sleep tracker.

Results by Region

	Northeast	Midwest	South	West
Total	385	481	701	438
Yes	142 (37%)	165 (34%)	205 (29%)	191 (44%)
No	232 (60%)	307 (64%)	476 (68%)	236 (54%)
I don't know	11 (3%)	9 (2%)	20 (3%)	11 (3%)

Nearly one-half (44%) of people on the west coast say they have tried using a sleep tracker.

About the American Academy of Sleep Medicine

Established in 1975, the AASM advances sleep care and enhances sleep health to improve lives. The AASM has a combined membership of 12,000 accredited sleep centers and individuals, including physicians, scientists and other health care professionals who care for patients with sleep disorders. As the leader in the sleep field, the AASM sets standards and promotes excellence in sleep medicine health care, education and research (aasm.org).